

1/2/2011

12/2/2014

48.58M

Amount

23.053K

Transactions

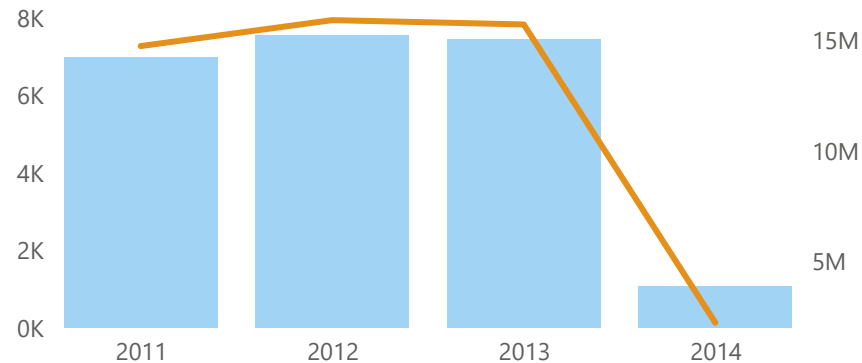
5.507K

Customers

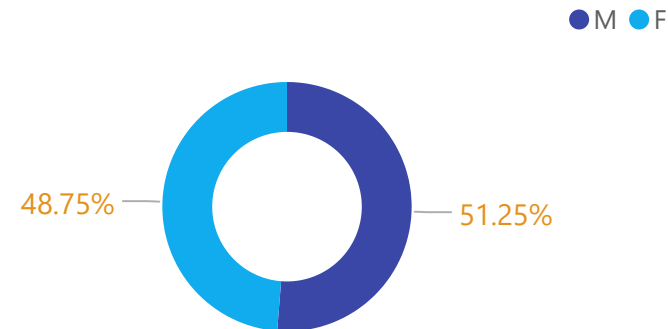
56K

Products Sold

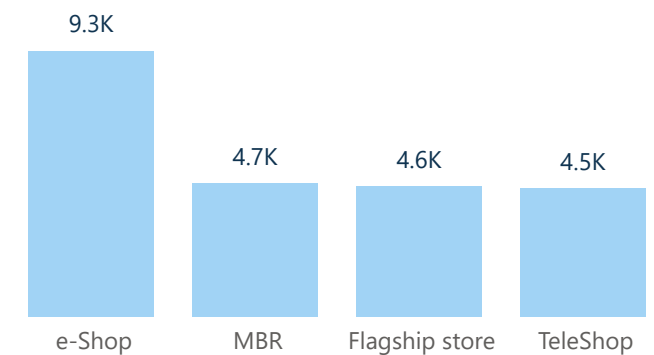
Total Revenue and Transactions (YoY)



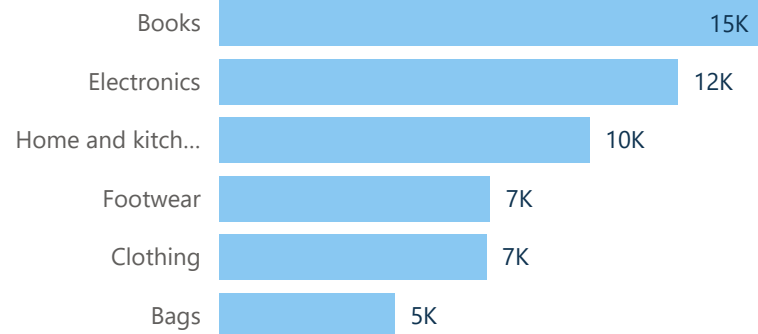
Gender



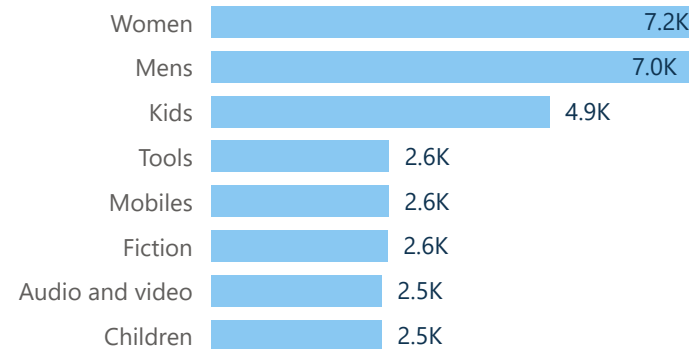
Store



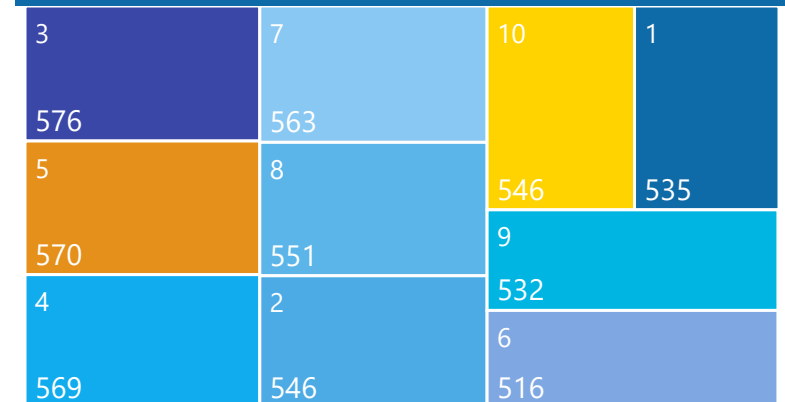
Product



Sub Product



City



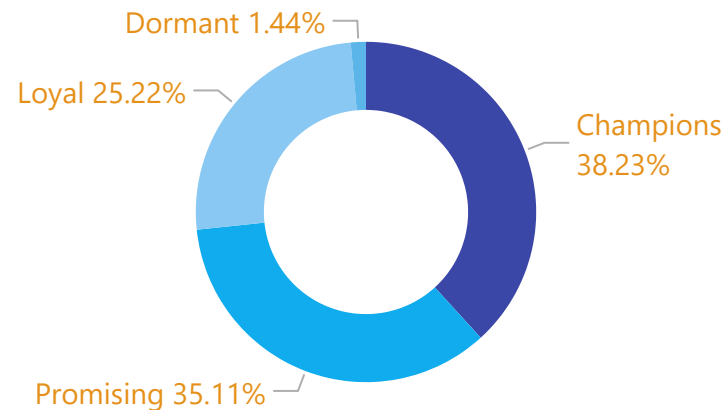
1/2/2011

12/2/2014

RFM Segmentation

RFM_Score	Count of cust_id
9	448
8	537
7	507
6	415
5	357
4	290
3	223
15	184
14	320

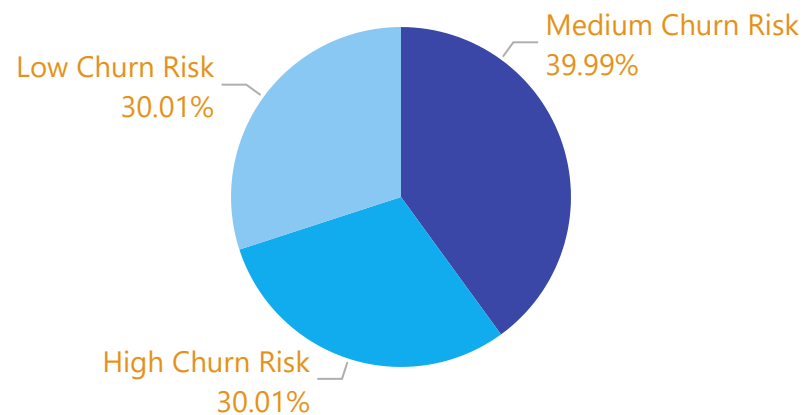
RFM Clustering K-Means



RFM Cluster Average

ClusterName	
Promising	
Recency	5374
Frequency	1
Monetary	4,963.75
Loyal	
Recency	719
Frequency	1
Monetary	10,885.18
Dormant	

Customer Churn



Product Pair Recommendations

antecedent	consequent
Academic	Kids
Academic	Mens
Academic	Women
Audio and video	Kids
Audio and video	Mens
Audio and video	Women
Bath	Kids
Bath	Mens
Bath	Women

Sequential Purchase Pattern

antecedent	consequent
Academic	Women
Audio and video	Mens
Audio and video	Women
Bath	Mens
Bath	Women
Cameras	Mens
Comics	Mens
Comics	Women
Computers	Women

RFM Clustering and Customer Churn Details

cust_id	Avg of Recency	Avg of Frequency	Avg of Monetary	RFM_Score	ClusterName	Churn
269451	41	6	Rp26.69M	14	Champions	High Churn Risk
269233	35	6	Rp26.44M	14	Champions	High Churn Risk
266794	153	8	Rp23.60M	13	Champions	High Churn Risk
275017	371	6	Rp23.37M	12	Champions	Medium Churn Risk
268624	73	6	Rp22.22M	14	Champions	High Churn Risk
271589	37	7	Rp22.01M	14	Champions	High Churn Risk
272354	215	5	Rp21.90M	13	Champions	High Churn Risk
270512	304	5	Rp21.60M	13	Champions	High Churn Risk
270803	38	9	Rp21.24M	14	Champions	High Churn Risk
267419	123	5	Rp20.41M	14	Champions	High Churn Risk
270457	130	7	Rp20.31M	14	Champions	High Churn Risk
271687	159	5	Rp19.92M	12	Champions	High Churn Risk
268348	68	4	Rp19.83M	13	Champions	High Churn Risk
269189	216	6	Rp19.69M	13	Champions	High Churn Risk
270131	34	5	Rp19.55M	14	Champions	High Churn Risk
272633	561	4	Rp19.28M	11	Champions	Medium Churn Risk
270447	196	6	Rp19.23M	13	Champions	High Churn Risk
266785	290	4	Rp19.15M	13	Champions	Medium Churn Risk
275073	41	5	Rp19.09M	14	Champions	High Churn Risk
272006	39	6	Rp19.05M	14	Champions	High Churn Risk
273823	67	4	Rp18.94M	13	Champions	High Churn Risk
270632	34	5	Rp18.87M	14	Champions	High Churn Risk
271775	524	3	Rp18.67M	9	Champions	Medium Churn Risk
267794	132	4	Rp18.53M	13	Champions	High Churn Risk
267943	400	3	Rp18.47M	8	Champions	Medium Churn Risk

Sales Forecasting

● Actual Revenue ● Forecast Revenue

7E+16

6E+16

5E+16

4E+16

3E+16

2E+16

1E+16

0T

2012

2013

2014

2015

